



mobilewalla

Mobilewalla Household Data Dictionary

Field	Description	Remarks	Example 1	Example 2
Household ID	Unique Household ID		00005231-3935-3339-3439-3531362d3232	76201911-4721-13568716-2298da098109
IFA	Mobile Advertising ID or CTV ID		02eb6ab9-1eb6-44b2-a324-c4f106608ad9	7e117b03-6e85-48ea-aa30-96c191c261f4
Household_size	Size of the Household		2	4
Household CEL Latitude	Latitude of Household Common Evening Location	Location fields typically have low fill rates in the range of 30 - 35%	47.55062866	41.876018
Household CEL Longitude	Longitude of Household Common Evening Location		-122.3130188	-94.677261
Household City	City of the Household		Seattle	Coon Rapids
Household State	State of the Household		WA	IA
Household Zip	Zipcode of the Household		76001	50058
Household Census Block ID	Census Block ID of the Household	Census block ID is only available in the US	170219589003031	190279605001143
Household Broadband Carrier	Broadband Carrier of the Household		Frontier	Mediacom
Broadband Type	Type of the Broadband (FBB or FWA)	FBB: Fixed broadband FWA: Fixed wireless access FWA is only applicable for countries where we have ctv data	FBB	FBB
Device Type	Type of device (CTV or IFA)	CTV is only applicable for countries where we have ctv data	IFA	IFA
Device Category	Category of device	SMART PHONE, TABLET, CTV, etc.	SMART PHONE	SMART PHONE
Device Model	Model of the device		iPhone 11	VTR-L09
Device Name	Name of the Device		iPhone 11	Huawei P10
Device Vendor	Vendor of the Device		Apple	Huawei

Field	Description	Remarks	Example 1	Example 2
Platform	Platform of the device		IOS	ANDROID
Cellular Carrier	Cellular carrier of the device	For mobile devices only	t-mobile	at&t
Age Group	Age group of the device (integer between 1 and 5) Not applicable for ctv devices	1: 18-24, 2: 25-34, 3: 35-44, 4: 45-54, 5: 55+	3	1
Age Confidence	Confidence level of the age group (hc, mc, lc, sd)	High, medium, low confidence or self-declared	mc	mc
Gender	Gender of the device (0 or 1) Not applicable for ctv devices	0: Female, 1: Male	0	1
Gender Confidence	Confidence level of the gender group (hc, mc, lc, sd)	High, medium, low confidence or self-declared	hc	mc